

San Francisco Region

San Francisco County



REGIONAL LEAD AGENCIES

California Nutrition Network

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SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH*CHDP Nutrition Project***Eric Hernandez**

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Grant Amount: \$99,918

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Nancy Pelosi
CA Sen. John Burton
CA Assemblymember Mark Leno

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (10%); African American (10%); Latino (65%); Caucasian (15%)
- Language: Spanish, Cantonese, English

Settings

Community Centers; Produce/Corner Markets; After-School Programs

Partners

9 partners from: Schools; Local Health Departments; Parks and Recreation; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services; Community-Based Organizations; CHDP Program Medical Provider

Description

This community-based nutrition education project is aimed at primary prevention of nutrition-related chronic diseases by increasing consumption of fruits and vegetables in low-income San Francisco families, while promoting healthy weight, physical activity, and participation in USDA nutrition assistance programs. Media coverage of project activities will be initiated through contact with multiple media channels.

Relying on input from a local elementary school and other community partners, key informant interviews, and recent scientific literature, the project will provide an array of multicultural and multilingual (Cantonese, Spanish, and English) primary prevention nutrition education interventions. Such interventions include cooking workshops, grocery store/corner market tours, interactive workshops, snack-making activities, and nutrition art activities. To facilitate continuity of project activities beyond the funding period, project partners will receive nutrition education training and skills needed to continue to conduct nutrition education interventions.

Recruitment of participant families will be facilitated by coordinated referral and outreach strategies developed by the project's Task Force which includes the development of a Monthly Nutrition Education & Physical Activity Calendar of events, which would be disseminated to multiple organizations serving low-income families in San Francisco.

SAN FRANCISCO FOOD SYSTEMS COUNCIL - c/o SFDPH-EHS*Food Security Special Project***Paula Jones**

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Grant Amount: \$40,000

First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Nancy Pelosi
CA Sen. John Burton
CA Assemblymember Mark Leno

Target Audience

- Ages: Grades 1-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (31%); African American (8%); Latino (14%); Native American (0.5%); Pacific Islander (0.5%); Caucasian (46%)
- Language: Spanish, Cantonese, Mandarin, English

Settings

Schools; City-wide meeting

Partners

Schools; School Food Service; Local Health Departments; Local Departments of Social Services; Community-Based Organizations

Description

This second-year food security project in San Francisco is aimed at achieving broad goals aimed at building and expanding a community-wide food system, a strong food systems council, and a farm-to-school food and nutrition program as an alternative to traditional food service operations in the San Francisco Unified School District.

Specifically, the project, under the aegis of the San Francisco Department of Health with oversight from the San Francisco Foundation Community Initiative program, seeks to develop and coordinate a Food Systems Alliance (FSA) consisting of at least 200 stakeholders, the development of outreach and recruitment materials, the design and implementation of a wide variety of outreach techniques, and the convening of several meetings for the establishment and operation of the FSA. The project will then evaluate the outcomes of activities and meetings and report to the Health Commission and Alliance members.

The project will also increase food system awareness, food assessment activities, federal nutrition assistance program usage, and food project planning activities carried out by individuals and agencies within the City and County of San Francisco. A San Francisco Food System Guidebook will result from this process and the guidebook will be reproduced and distributed to stakeholders.

Finally, the project will engage in a study and strategic planning for a farm-to-school project in the San Francisco Unified School District (SFUSD) through an in-depth identification of assets and needs of the district via a food service survey. Survey findings and analysis will provide the basis for a report to a wide variety of interested individuals, groups and stakeholders for the development of a possible plan of action and its implementation in the second year of the project.

SAN FRANCISCO UNIFIED SCHOOL DISTRICT - SCHOOL HEALTH PROGRAMS DEPARTMENT

LIA - School/District

Mark Elkin Nutrition Education Project Director 1515 Quintara Street San Francisco, CA 94116 Phone: (415) 242-2615 x3217 Fax: (415) 242-2618 melkin@muse.sfusd.edu	Local Share: \$2,645,455 State Share: \$1,300,126 First Funded: FFY 2001	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Tom Lantos CA Sen. Jackie Speier CA Assemblymember Leland Yee
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Target Audience

- Ages: Kindergarten; Grades 1-6
- Ethnicities: Asian (29.7%); African American (14.7%); Latino (24.2%); Native American (0.6%); Caucasian (8.8%); Philipino 6.4% and Other non-white 12.2% (18.6%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English, Russian

Settings

Schools

Partners

8 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; University of California Cooperative Extensions; Community-Based Organizations; Community Youth Organizations/Afterschool Programs

Description

The Nutrition Education Project is administered through the School Health Programs Department. SFUSD works collaboratively with Student Nutrition Services, teachers, site administrators, site health advocates, parent/caregivers, after school program staff, nurses, and community-based organizations. At each of the 14 Nutrition Education Project elementary sites a part-time coordinator spearheads activities to inspire and sustain individual, interpersonal and institutional changes. Following a need/resource assessment, a site-based nutrition committee develops a plan reflecting the school environment. The calendar of activities includes: classroom nutrition education, links for caregivers and families, and professional development. Mobile kitchens, field trips, school gardens, physical activity promotion, and harvest tasting activities support the school and after school program curricula. The Project reaches families through school events including Family Nutrition Nights, health fairs, literacy nights, parent workshops and Project newsletters. Workshops are held for teachers, after school staff, and site food service workers. Results from student, staff and parent surveys, along with other evaluation tools, are used to monitor program effectiveness and implementation.

The SFUSD School Board passed a resolution to ban soda and unhealthy snack foods from K – 12 schools, Fall 2003. The Nutrition Education Project has begun to effect change in traditional fund-raising activities and is working with teachers and families to develop school and classroom snack policies.

CITY AND COUNTY OF SAN FRANCISCO, DEPARTMENT OF PUBLIC HEALTH

California Nutrition Network Regional Lead Agency

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Local Share: \$758,503

State Share: \$379,252

Grant Amount: \$61,180

First Funded: FFY 1998

Legislators

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Nancy Pelosi
 CA Sen. John Burton
 CA Assemblymember Mark Leno

Target Audience

- Ages: Grades 6-12; Young Adults; Adults; Seniors
- Ethnicities: Asian; African American; Latino; Caucasian; Chinese
- Language: Spanish, Cantonese, Mandarin, English

Settings

Community Centers; Clinics; Farmers' Markets

Partners

6 partners from: Schools; Local Health Departments; California Project LEAN; University of California Cooperative Extensions; Community-Based Organizations; Healthcare

Description

As the San Francisco Project LEAN Lead Agency, San Francisco City and County Department of Public Health coordinates the regional Mission Latino Families Partnership to address community issues related to nutrition and/or physical activity, and serves as the expert for media inquiries and activities. The region will conduct and evaluate a Community-Based Social Marketing Project to impact consumption of fruits and/or vegetables among low-income adults in the Mission District of San Francisco.

The "Feeling Good" Project continues to develop partnerships with community organizations to provide nutrition education classes and educational materials to low-income populations in San Francisco County, including members of the Spanish-speaking, Chinese, Vietnamese, and Bosnian community.

The Chinese 5-7-9 Campaign partners with community organizations to use community-based strategies and culturally & linguistically appropriate mass media to communicate the 5-7-9 A Day and the Physical Activity messages to Chinese adults and families. With input from advisory councils, and focus groups, the campaign intends to employ social marketing strategies to develop culturally appropriate, bilingual English-Chinese nutrition brochures, and to provide nutrition classes and trainings to partner agencies. Cantonese and Mandarin PSAs will be distributed to targeted Chinese media outlets.

URBAN INDIAN HEALTH BOARD, INC. (UIHBI)*LIA - Indian Tribal Organization*

Chris Weahunt Program Manager 3124 International Blvd Ste 201 Oakland, CA 94601 Phone: (510) 535-4460 x135 Fax: (510) 261-6438 chrisw@nativehealth.org	Local Share: \$268,835 State Share: \$134,417 First Funded: FFY 1999	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Barbara Lee CA Sen. Don Perata CA Assemblymember Wilma Chan
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Target Audience

- Ages: Grades 3-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (12%); African American (19%); Latino (35%); Native American (24%); Caucasian (7%)
- Language: Spanish, English

Settings

Community Centers; Clinics

Partners

Local Health Departments; California Project LEAN

Description

The primary activity for the Native American Health Center's (NAHC) project is entitled "On the Move." The goal of the program is to increase the number of servings of fruits and vegetables consumed each day and the number of steps taken each day, measured by the use of pedometers. Over four weeks, participants ages 10 and up use weekly calendars to record their pedometer steps, fruit and vegetable intake, and water intake. The program provides a series of cooking classes, monthly newsletters, bulletin boards, and interactive nutrition education activities to promote fruits and vegetables in menu planning and preparation.

Because the goal of the "On the Move Program" is actual behavior change, the evaluation element is strong. The *Network* evaluation team will assist with the evaluation tools and outcome data focused on measuring the effectiveness of the lifestyle change interventions. The "On the Move" program also uses the pedometers as an evaluation tool measuring the change in the level of activity while program participants attend physical activity promotion activities. There will be nutrition surveys pre and post to measure the number of servings of fruits and vegetables consumed daily by the participants.

The "On the Move" program will be expanded in future years to include additional Indian agencies located throughout California. The NAHC program will act as advisory to these outside agencies.